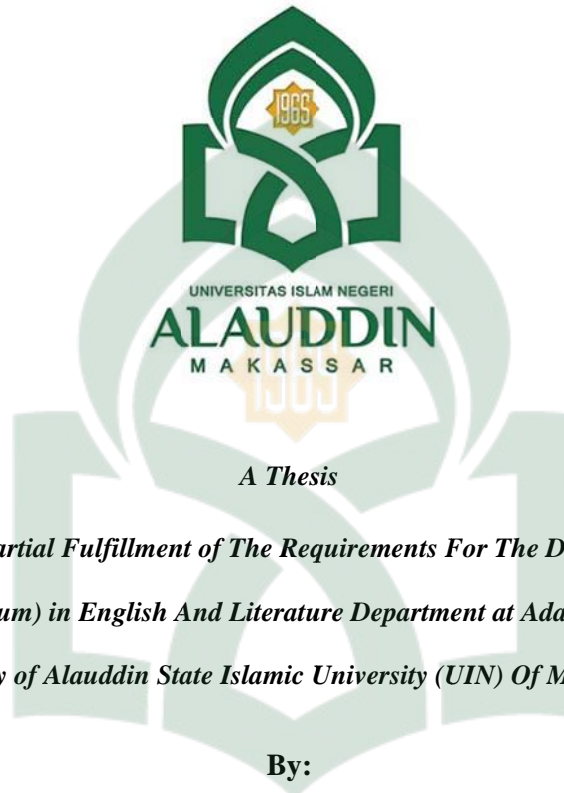


**EARTH AND MARS CULTURE IN ANDREW STANTON'S MOVIE
"JOHN CARTER OF MARS" (SOCIOLOGICAL APPROACH)**



A Thesis

*Submitted in Partial Fulfillment of The Requirements For The Degree of Sarjana
Humaniora (S.Hum) in English And Literature Department at Adab And Humanities
Faculty of Alauddin State Islamic University (UIN) Of Makassar*

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MAKASSAR**

2016

Motto

“The Best Pleasure in Life is Doing what People Say
You cannot Do”

(Arina Iskandar)

“Man Jadda Wajadda
Man Shabara Zhafira
Man Sara Ala Darbi Washala”

(unknowing)

“If you are working on something exciting that you
really care about, you don’t have to be pushed. The
vision pulls you.”

(Steve Jobs)

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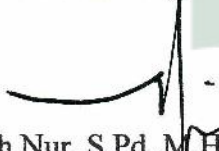
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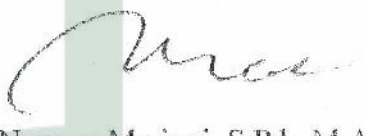

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Arina Iskandar

TABLE OF CONTENTS

PAGE TITLE	i
MOTTO	ii
PERNYATAAN KEASLIAN SKRIPSI	iii
PERSETUJUAN PEMBIMBING	iv
PENGESAHAN SKRIPSI	v
APPROVAL SHEET	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	ix
ABSTRACT	xi
CHAPTER I INTRODUCTION	
A. Background	1
B. Problem Statement	3
C. Objective of the Research	3
D. Significance of Research	3
E. Scope of Research	4
CHAPTER II REVIEW OF RELATED LITERATURE	
A. Previous Findings	5
B. Sociological Approach	7
C. Definition of Culture	8

D. Elements of Culture	9
E. The Research of Life on Mars	15
F. Movie	17
G. The Type of Movie	18
H. Synopsis of The Movie	19
CHAPTER III METHODOLOGY OF THE RESEARCH	
A. Research Method	22
B. Source of Data	22
C. Instrument of Research	22
D. Procedures of Data Collection	23
E. Techniques of Data Analysis	23
CHAPTER IV FINDINDS AND DISCUSSION	
A. Findings	24
B. Discussion	43
CHAPTER V CONCLUSION AND SUGGESTION	
A. Conclusion	61
B. Suggestion	63
BIBLIOGRAPHY	65
AUTOBIOGRAPHY	67

ABSTRACT

Name : Arina Iskandar
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This research studied about culture based on the script of the movie *John Carter of Mars* which was released in 2012. This research aimed to describe and analyze the kinds and comparison on Earth and Mars culture in the movie. This research focused on sociological approach and culture Edward B. Tylor theory toward kinds of culture elements. This research used descriptive qualitative method and used note taking as the instrument. The findings showed that there were twenty-two kinds of data referred to culture elements which were divided into seven categories; *knowledge, religion, art, morals, laws, mores, and language*. Thus, there were twenty-two which were divided into ten data on Earth and twelve data on Mars. Therefore, the researcher concluded that seven culture elements were the shaper element toward the societies' activity on Earth and Mars based on *John Carter of Mars* movie that became the distinguishing appropriate with their respective ways.

Key words: *Earth, Mars, Culture, Comparison.*

CHAPTER I

INTRODUCTION

A. Background

In the life, humans born as social creature who often express their thought and feeling to other people. As social creature, someone is born to interact each other, either directly or indirectly. To express what they think and feel, one of some ways to someone interacts with other people is through the literature. As we know that literary work is a person creativity to express their thought, ideas, feelings, and the life illustration that utter an enchantment through the writing of its creators. Like what Blair said in *The Literature of United State* (1974: 37), Literature is also mirror of society and will be characterized by human imagination and ideas of their expression, good form, and techniques, our fantastic world.

Literary works consist of prose, drama, poetry, song, movie and other related literary works. All of the literary works have components that assemble in a literary work, either intrinsic elements or extrinsic elements. One of the literary works that has these elements is movie, a work that has a story which is composed of the intrinsic elements and extrinsic elements .Garin Nugroho in his book "*Kekuasaan dan Hiburan*" (1998: 79) explained that the movie is the result of fusion between art and nature mass communication media. According to him, the film can also be referred to as an amalgamation media of various elements of other arts, such as drama, poetry, and even novels.

In addition, the structure of the events in the film are also constructed by culture, which this element refers to the values held by a group of people (society). Culture is defined as the shared pattern of behaviors and interactions cognitive constructs, and affective understanding that are learned through a process of socialization. Culture is symbolic communication, some of its symbols include a group's skill, knowledge, attitudes, values, and motives. The meaning of the symbols are learned and deliberately perpetuated in a society through its institutions. Culture is the deeper level of basic assumption and beliefs that are shared by members of an organization, that operate unconsciously and define in a basic 'taken for granted' fashion an organization's view of its environment (Schein, 1994:15).

John Carter of Mars is a 2012 American fantasy adventure movie directed by Andrew Stanton and produced by Walt Disney Pictures. It is based on the novel *A Prince of Mars*, the first book in the *Barsoom* series of novel by Edgar Rice Burroughs. The movie also explores the theme of adventure in two different places that contains many things about culture, in this section we can find that there are so many differences between Earth and Mars, especially in culture. As far as we know that culture has some elements such as language, religion, art and etc, although the both of this places has those elements but they have differences each other. From this movie, the writer concludes that the story of this movie is dominated by different culture.

The writer analyzed the problem of the differences of cultures in the movie "John Carter of Mars" as a topic in this thesis because the writer is interested in

comparing some events that happened in two planets of the world. Where this movie describes the situation on Earth and Mars. Based on Edward B. Taylor theory that culture includes several kinds of its elements is exactly, the writer analyze the differences between the Earth and Mars Culture.

B. Problem Statement

In this research, the writer formulates the research questions as follows :

1. What kinds of Earth and Mars culture elements that exist in the Movie “John Carter of Mars”?
2. What are the comparisons between cultures on Earth and Mars?

C. Objective of Research

Based on the research question of this thesis, the writer has purpose to meet the following objectives:

1. To describe what kind of Earth and Mars cultures that exist in the Movie “John Carter of Mars”.
2. To analyze the comparisons between culture on Earth and on Mars.

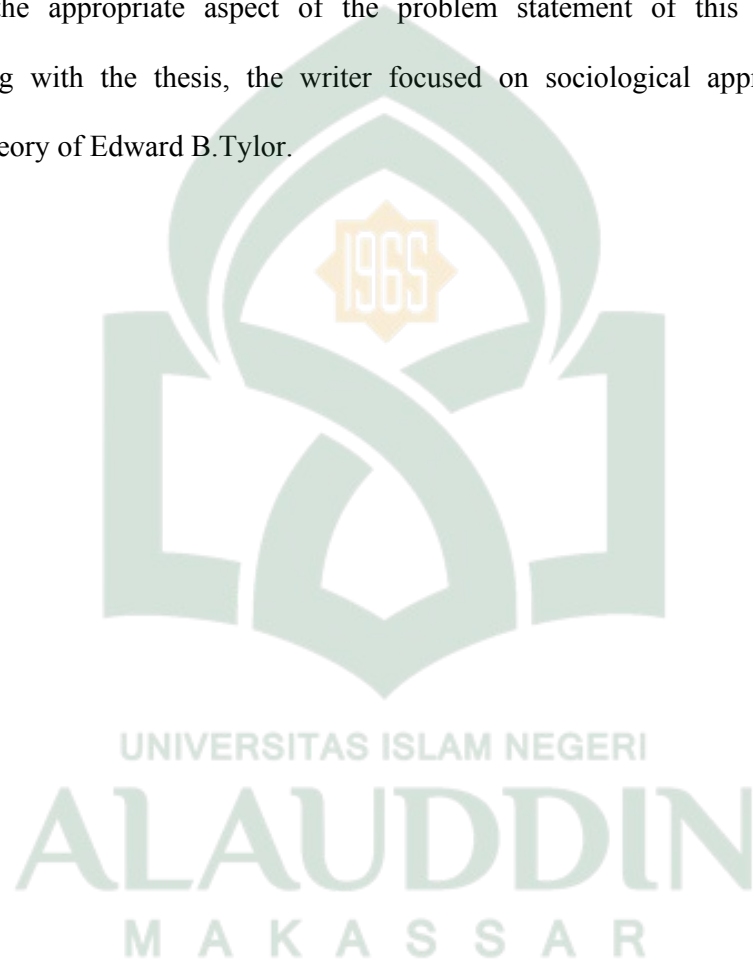
D. Significance of Research

The significances of the study as follows :

1. This research provides beneficial information for everyone who wants to do the next research relating to the topic as well as provide any references to those who wants to analyze or discuss movie.
2. The study is expected to give additional knowledge for people who are interested in learning comparative analysis.

E. Scope of The Research

The scope of this research is limited in analyzing the differences between Earth and Mars culture. The writer knows that there are some aspects that might be analyzed in the literary work, but in this research, the writer just intends to analyze the appropriate aspect of the problem statement of this thesis. In connecting with the thesis, the writer focused on sociological approach and culture theory of Edward B.Tylor.



CHAPTER II

REVIEW OF THE RELATED LITERATURE

To make a clear concept of what is intended by the writer in this topic, the writer would like to explain several aspects related to the topic of this thesis.

A. Previous Studies

Pourafkari (2009), in his thesis, *“A Comparative Study of Cultural Tourism Development in Iran and Turkey”*. His thesis evaluated the potential of the tourism industry, particularly on the development of cultural tourism. Pourafkari tried to compare cultural tourism between Iran and Turkey, where this thesis has the purpose to evaluating the fastest factors and slow factors of the development of tourism in Iran and Turkey. Through descriptive study, he compared the Iran and Turkish tourism demand through information collection, better from electronic data or interviews with cultural tourism companies in the two countries. After the evaluation phase, he conclude that the two countries have tourism resources are almost the same and similar traditions. However, Turkey is highlighting the ancient traditions and often hold many festivals. In addition, the facilities in Turkey presents resort hotel with good hospitality and transport more attractive, so many tourists who are interested, compared to Iran which has poor infrastructure, such as museums and historical sites of weakness in Iran tourism industry.

Cheung (2013), in his thesis, *“One Country, Two Cultures: The Invisible Boundary Between Hong Kong and Mainland China”*. His thesis evaluated about

the existence of a system of "one country, two cultures", where Hong Kong has its own identity and separate from the national identity of Republic of China. Therefore in this thesis, Cheung identify critical components to shape the cultural such as law, history, language and socio-cultural view of the Hong Kong identity and compare them with national identity Republic of China. Besides, he also identifies the impact on China-Hong Kong relations. Through descriptive study, Cheung investigate the formation and implications HKID (Hong Kong Identity) and get the result that the people of Hong Kong have a cultural heritage mainland China. However, Hong Kong's culture is built along the colonial history, under the guidance of the UK in the 60s to 90s. Resulting in socio-cultural and language differences between Hong Kong and mainland China that be a source of tension and failed to create a harmonious relationship for the two regions.

The similarity of this thesis with both of the previous finding above is talking about comparative culture. While the difference is this research focused on the object study. Pourafkari focused on comparing the culture tourism between Iran and Turkey and also identifying the factor that can develop the culture tourism in Iran and Turkey and Cheung focused on comparing Mainland China and Hong Kong Identity, where they have a system "One Country, Two Cultures". While the writer focused on comparing the element of culture as generally that shown on Earth and Mars in Stanton's movie "John Carter of Mars" by using comparative literature approach.

B. Sociological Approach

According Endaswara (2008: 78) sociological approach is one approach literature that has reflective attitude. It then assumes that the good work of literature is the works that can success reflect the era literature is born.

Swingewood in Rosmiati (2012: 14) explained that sociology is essentially scientific, objective study of man in society, the study of social and social processes it seeks an answer the question of how society possible, how it works, why it persists. Moreover, literature is an attempt to make sense of our lives.

Futhermore, Swingewood in Rosmiati (2012: 21-22) mentioned three perspective wich can be used to look at the social phenomenon in literature. First, the most popular perspective-adopted the documentary aspect of literature, arguing that it provides a mirror to the age. Second, the second approach to literary sociology moves away from the emphasis on the work of literature itself to the production side and especially to the social situation of the writer. Third, demanding a high skill level, attempt to trace the ways in which a work of literature is actually recieved by a particular society at a specific historical moment.

Related to the first perspective, literature is a social documentary which is a reflection of an era when literary works was creating Swingewood quoting Lowenthal (Rosmiati, 2014: 22) opinion that the task of sociology of literature is to connect the character portrayal by the author with the historical situation. Sociological of literature to transform the theme and style of the language into the social life based on background the inception of literary work. Therefore using

this method takes considerable expertise to dismantle history in detail in a certain period. Elizabeth and Burn said that the important perspective of sociological approach is that literature is not only the effect of social but also , the literature is the cause of social effect. It shows the relation between sociology and literature, these two influence each other.

Therefore, the focus of sociology of literature is a literary works itself and its relation to the society where the work produced. Literatur is the expression of human life is not separated from the roots of society. Therefore, sociology and literature are two different but complementary.

C. Definition of Culture

According to Tylor in Tanjung (2012:8) that Culture is a complex whole, that contains knowledge, religion, art, morals, laws, mores, and other capabilities acquired by man as a member of society. Then an incident said to be a culture if it is part of the culture types. It is mean, he thought that a group of society, country, even world has a culture if they has elements of culture above. Culture is a set of shared knowledge, belief, art, morals, laws, mores.

Culture is considered to be group specific behaviors that is acquired, at least in part, from social inferences. Here, group is the considered to be the species but a across group variation in behavior, as when a pattern is persistent in one community of chimpanzees but is absent from another, or when different communities perform different versions of the same pattern. The suggestion of culture in action is stronger when the difference across the groups cannot be explained solely by ecological factors (Terry in Rahmawati, 2010:11).

Culture refers to the cumulative deposit of knowledge, experience, beliefs, moral values, attitudes, language, hierarchies, religion, nation of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving (Hofstede, 1997: 43).

Culture has many definition, and it affects everything people do in their society because of their ideas, values, attitudes, and normative or expected pattern of behavior. Culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society (Hall in Ikhsan, 2013:8).

According to the quotes above, the writer conclude that culture is way life that was developed by one of community to fulfill the basic needs for survival, offspring and organize social experience. The writer also define that one of community can be said they have culture if they have element of culture as their activities.

D. Elements of Culture

Based on the theory of Tylor, culture contains the knowledge, religion, art, morals, laws, mores and morality:

1. Knowledge

The knowledge of people greatly affects the safety, effectiveness, comfort and satisfaction with which the goals of an individual or an organization are formulated and attained. Knowledge provides an orderliness to our lives which allows us to conceptualize goals, to anticipate and perceive events, and to respond in accordance with the changing needs, purposes and

desires. For example, our perceptions depend both on the data we receive through our senses (eyes, ears, skin, etc.) and the knowledge we possess that allows us to interpret them. Contrary to the popular phrase, “Seeing is believing”, it is knowledge, beliefs and needs that structure our perceptions by interpreting the data of our senses. An individual’s behavior and performance depend both on the knowledge that has been acquired through learning, practice and experience as well as the sensory receptors and the system of muscles, organs, etc. (P.Hunt, 2003:103).

The process of acquiring and retaining knowledge (and beliefs) in memory is called learning and is a product of all the experiences of a person from the beginning of his/her life to the moment at hand. Traditionally, learning has been defined as the relatively permanent modification of the behavioral potential (of an organism) which accompanies practice. The behavioral potential that is modified is the knowledge of a person (or group or any living system, see Miller, 1978). As Ayer reminds us, To have knowledge is to have the power to give a successful performance, not actually to be giving one. A person can possess considerable knowledge as a result of learning, but such knowledge remains a hidden power until the person uses the knowledge to do something – to perform some task, understand something, make a decision or solve a problem. In spite of its being inaccessible for direct measurement, its power of influence over performance can be overwhelming. Thus, a belief that is incorrect or false does not qualify to be called knowledge. Furthermore, being correct is not enough. To be called knowledge

the belief must not only be correct, but also must be justified. Exactly what evidence is necessary and sufficient to allow a correct belief to be justified has been a topic of discussion (largely by philosophers) for more than 2000 years.

2. Religion

From the point of sociology, religion, are actions in a social system in those who believe in a certain strength [supernatural] and serves to himself and the public safety. Religion is a social system that is practiced by community; man-made social systems [founder or principal teacher of religion] to filial and divine worship. The social system is believed to be an order, law, words came directly from human to obey the divine order (Mahakarya, 2012).

- a. Religion is man condition who believes in god, deity, divine; and people who believe that, filial and worship Him, and to implement various kinds or forms of liability relating to the trust.
- b. Religion is a means of worship that man do to something The ruling is believed to life and life and the universe; these methods vary according to the situation and condition of life and the lives of the people who subscribes or adherents.
- c. Religion is to believe in the existence of God Almighty and His laws. The laws of God are revealed to mankind through His messengers; messengers are those specially selected by God as the bearer of religion. Religion and all the rules and laws of God to the

human-derived religious to the happiness of human life in the world and the hereafter.

So, in general, religion is man's attempt to get to know and worship the Divine which is believed to provide the safety and well-being and life to human life; The efforts made by various rites individually and jointly addressed to the Divine.

3. Art

Every human works relating to beauty is always said to be objects that have artistic value. Knowledge of basic ideas about art and art necessary for the development of art directed by the findings about the nature of art itself. Art is a form that sensed, meaning that a work of art is an object or artifact that can be seen, heard, or seen and heard at the same time (visual, audio, and audio-visual), such as painting, music, theater. In the definitive, word of art is outside the art because the art form of "value". So what a person say "beautiful" is not necessarily beautiful for others (Karmila, 2010:2)

Various definitions / understanding of the art according to some art experts, among others:

- a. Clive Bell, a philosopher art 'Modern classic' famous with book "Art" suggests that art constitute 'significant form (shape meaningful)'.

- b. Leo Tolstoy, a writer from Russia contend that art is the expression feeling artists submitted to others that they can be feel what is perceived by the artist.
- c. K Susanne Langer, philosopher art from America express that art to have three principle they are expression, creation and shape of art. The work art is the shape of expression created for our perception by way of sense and imaging, and the expressed is the feeling man. Definition 'feeling' here in the scope broad is the something that can be felt, physical sensation, suffering and excitement, passion and tranquility, pressure thoughts, emotions complex be related with life human beings.

4. Morals

Etymologically, the word *moral* is derived from the Latin word *mos*, plural *mores*, which means order-way or customs. Moral is defined as character, nature or decency. In terminological, there are various formulas moral sense, the *substantive* terms of *their material* there is no difference, but *shape* different *formal*(in Gert, 2002) :

1. Widjaja states that the morale is good teachings and bad deeds and behavior (morals).
2. WilaHuky formulated the moral sense more a comprehensive formulation as follows:
 - a. Moral as the ideas about the behavior of living, with a base color held by a certain group of people in a specific environment.

- b. Moral behavior is the doctrine of the good life based view of life or a particular religion.
 - c. Moral behavior as human life, which is based on awareness, that it is bound by the necessity to achieve a good, according to the value and norms prevailing in its environment.
3. Franz Magnis Suseno defined that the moral is always refer to the good and bad human beings as human beings.

Based on the above description, it can be interpreted as a rule of moral attitudes and patterns of behavior established by the community based on the values shared by the society group that refers to the good and bad human behavior is closely related to character.

5. Laws

The law is very closely tied to culture. Law itself is a product of culture, because law product is a product of human creation. Law created have different characteristics from one region to another in accordance with the local culture. It is mean that the culture form the law.

Law is the overall norm by the competent public authorities lay down the law, expressed or regarded as a rule, with the aim to hold a bind for some or all of the system intended by the authorities.

The Hans Kelsen in Kleinfeld and Belton (2005:3) Law is a social provisions governing mutual behavior between humans, which is a provision of a set of rules that govern the behavior of certain people and this means a system of norms. So the law itself is a provision.

6. Mores

Mores is custom. This idea holds that culture is structurally undifferentiated, that what you see is what you get. And mostly what you see (especially in a culture different from your own), naively of course, is custom. Culture here is virtually synonymous with “tradition”, or customary ways of behaving. The important things to know, if you come from outside, are the customary rules for correct behavior. Culture here reduces to a sort of surface-level etiquette. Cultural variation is, as Peter Black once put it, merely a matter of “differential etiquette”. Once again, individual agency is downplayed. In this view there is no sense of struggle, except perhaps for the struggle of deviants who cannot or will not abide by tradition and custom: after all, the smoothing out of difference and the mitigation of struggle are precisely what rules and etiquette are for (Spencer and Oatey, 2012).

E. The Research of Life on Mars

The mineral content which is under the Mars soil is still the most compelling evidence that the planet is likely to support life, according to new research. The team of researchers from the Natural History Museum in London and the Aberdeen University, said compounds that are useful for life that may have be in a zone above the 5km below the ground surface of the planet's history. They used data from the US Space agency NASA and the Esa European Space Agency. Nature Geoscience has published the research. The team said the research supports existing theories that Mars could support life, the presence of

micro-organisms hidden in the ground. They said that the lacing of meteors on the Mars surface, causing the rocks emerge from the bowels of the planet.

Dr Joseph Michalski (Meilani, 2016), chief of author and planetary geologist at the Natural History Museum, said: "We do not know how life on Earth happens but it is estimated to come from underground, protected from the condition of a hard surface when the Earth was young. However, the initial geological record of Earth is very little, so that we may not be able to know the process and the early evolution of life. Is Mars geologic record includes the life or not, the analysis of the rock type can tell us how large chemical processes in the solar system. In this paper, we present a enough strong case to explore the area beneath of the surface, such as on the surface. But, I personally do not think that we should try to drill below the surface to see the ancient life. Instead, we can examine the rocks that naturally brought to the surface by meteor impacts and water liquid on the surface."

Meanwhile, the US space agency (NASA) again announced a new discovery on Mars. NASA claimed to have found a basin contain water that is similar to the lake. Three years after landing on a giant crater Mars, Curiosity robotic vehicles belonging to the US space agency (NASA) found evidence that the basin was repeatedly filled with water, raise the possibility for life on the Red Planet. In a study published on Thursday (10/08/2015), the researchers provide the most comprehensive overview of how the Gale Crater, an ancient basin with a width of 140 kilometers, was formed and left mounds of sediment that stands as tall as a five-kilometer in the bottom of the crater. At the beginning of his mission,

Curiosity found remnants of river gravel and sediment from shallow lakes. The new research, published in the journal *Science*, suggest that the crater floor up from time to time, the results of the sediment settled, layer by layer, which may have lasted thousands of years, geologist John Grotzinger from the California Institute of Technology (Solopos, 2015) said "We knew that there was a lake there, but we do not have any idea how big the first. If someone finds evidence of the presence of lakes, it is a very positive sign for life," The water from the northern part of the crater regularly fills the basin, producing durable lakes which can be a place to live. Scientists suspect the water comes from rain or snow. In the end, the crater contains sediment. Then the wind took over and scrape the bottom of the lake, leaving only a mound in the middle. Mound called Sharp Mount was the reason Curiosity sent to the Gale crater to see the ancient ideal habitat for microbial life. Scientists learned that Mars has all the ingredients that are considered essential for life. But exactly how the water surface of Mars could support last a long time is still a mystery.

F. Movie

Movies, also known as films, are a type of visual communication which use moving pictures and sound to tell stories or inform (help people to learn). People in every part of the world watch movies as a type of entertainment, a way to have fun. For some people, fun movies can mean movies that make them laugh, while for others it can mean movies that make them cry, or feel afraid. Most movies are made so that they can be shown on big screens at cinemas or movie theatres. After movies are shown on movie screens for a period of time (ranging

from a few weeks to several months), movies are shown on pay television or cable television, and sold or rented on DVD disks or videocassette tapes, so that people can watch the movies at home. You can also download or stream movies. Later movies are shown on television stations (Syahlan,2009:7).

A movie camera or video camera takes pictures very quickly, usually at 25 pictures (frames) every second. When a movie projector, a computer, or a television shows the pictures at that rate, it looks like the things shown in the set of pictures are really moving. Sound is either recorded at the same time, or added later. The sounds in a movie usually include the sounds of people talking (which is called dialogue), music (which is called the "soundtrack"), and sound effects, the sounds of activities that are happening in the movie (such as doors opening or guns being fired). In the 20th century the camera used photographic film. The product is still often called a "film" even though there usually is no film.

G. The Types of Movie

Lately, there are many types of movie even though it has different approach. However, it has one object that is too attractive the people attention about the contents of movie. Beside that movie can be divided into three groups. The first is fiction, the second is non-fiction, and the third is experimental and animation movie (Syahlan, 2009:10).

1. Fiction Movie

Fiction movie is a movie that conveys nonfactual story. The story is just imagination of the author bur is kind of comparison to the real human life.

There are many types of fiction films that were signed by certain style, form and contest. There are drama movie, horror movie, history movie, science fiction movie, comedy movie, action movie, musical movie and cowboy movie.

2. Non-fiction Movie

Non-fiction movie is a movie containing factual story as the main plot even though it might be decorated by other events. There are two types of non-fiction movie, namely factual and documenter movie. In general, factual movie only show the fact. Camera only records a moment or event that will report in the real. The documenter movie is a new that emphasizes the side of new release of an actual event on TV broadcast.

3. Experimental and Animation Movie

Experimental movie is a movie which does not be created with the content of generally way. The purpose of the movie itself is to make experimentation and to find out the new ways of pronouncing by the movie. The animation movie is a movie that uses a picture and immovable thing likes a puppet, table, chair that can be moved with animation technique.

H. Synopsis of The Movie

It all started when the quarrel between John Carter and Powell in 1800 in the Arizona Territory, when Carter want to rent horses as transportation to search of treasure, but was caught by Colonel Powell because of debts. As he tried to

escape and was chased by army colonel, he was trapped in a cave along with Powell and become involved in the dispute that led to Powell injured and the same time, Carter also find chunks of gold on the walls of the cave. Suddenly a strange man wearing jubbah figure, when he was about to stab Carter from behind, Carter deftly shoot the man. Foreign man was trying to go through a spell on a medal in his hand. However, Carter curious about the tangible objects that medal, he took from the hands of the man, and when the spell is completed pronounced, Carter once was in an unfamiliar place, where he was able to jump higher and hit hard.

The medals brought Carter to a planetary low gravity that he did not know at all. It was there that he was caught by the nation green giant named The Tharks. Beside Tharks, there are two kingdoms of nation red skin, its form resembles a human, they The Helium and Zodanga tribe. Zodanga are people who want to have Helium with the help of The Thern (people who have teleportation medallion). To have the kingdom, King of Zodanga, Sab Than wanted to marry Dejjah Thoris, Princess of Helium kingdom. Because Dejjah Thoris need protection from Carter and Carter needs help to get back to Earth, then they are to cooperate. Various obstacles they went through, ranging from penalties from Tharks nation that requires Carter collided with two big gorillas, as well as against thousands of Tharks nation that does not like him, and when he began to realize he was falling in love with Dejjah Thoris, he was against the Thern and Zodanga who then wanted to marry Dejjah Thoris.

After he thwarts the marriage, he married Dejjah Thoris. When the first wedding night that he was trying to eliminate his desire to return to earth, when he

had to throw his teleportation medals, suddenly one of the Thern turned himself into a guardian of Helium job setting him back to earth. It was then that he was looking for a way for back to Mars, as he began to realize that there is a Thern people who always follow him, he began to look for ways to be able to take another teleportation medal from the Thern.



CHAPTER III

METHODOLOGY OF THE RESEARCH

A. Research Method

The method that the writer used in this research is descriptive qualitative method. Descriptive qualitative is actually a combination of descriptive and qualitative research. It is conducted by describing facts and then analyzing them, etymological and description (Moleong, 1983: 31). This method intends to describe everything that related to culture in Andrew Stanton's Movie "John Carter Of Mars".

B. Source of Data

The source of data in this thesis is the movie of John Carter of Mars by Andrew Stanton. The movie was published in 2012 but the novel of this movie had been published in 2008. In analyzing the data, the writer took data from 94 pages of the movie script.

C. Instrument of The Research

The instrument used by the writer in this research is note taking. Ray in Maulidah (2013:23), defines note taking is a method in assembling data required by using note cards to write down the data findings from source data. So, in collecting the data for this research, the writer used note taking as the instrument. In other words, the writer observed and wrote down any important information related to the problem statement.

D. Procedure of Data Collection

In collection data, the writer applied several procedures as follows:

1. The writer watched the Movie “John Carter of Mars” by Andrew Stanton
2. Read the script of the movie “John Carter of Mars” by Andrew Stanton
3. Identified all the sentences and utterance in the script of the movie that include as elements of Culture by underline them in the script of the movie
4. Classified the sentences and used 6 cards with different colors to write the quotes of script appropriate with the elements of culture. They are light green for knowledge, dark green for religion, yellow for morality, pink for art, red for law and orange for mores.
5. After all the data have been written down on the notes, the writer included the data to the thesis.

E. Technique of Analyzing Data

In analyzing data, the writer used Tylor’s Culture Theory and also sociological approach. The writer used this theory to analyze elements of culture to compare Earth and Mars culture in Andrew Stanton’s Movie “ John Carter of Mars”.

CHAPTER IV

FINDINGS AND DISCUSSIONS

There are two sections in this chapter, namely findings and discussion. In the findings section, the writer would like to present all the data that have been found in movie *John Carter of Mars*. The writer explained about the kinds of elements of culture.

A. Findings

In this research, the writer presents the finding based on theories of culture theory of Edward B Tylor. Finding is divided in to five parts, which consist of kinds of elements of culture. They are knowledge, religion, art, morals, laws and mores. But after analyzing this movie the writer also found other elements of culture appropriate Hofstede's theory, it is language. From the result of identifying the elements of culture, the writer found elements of culture in both of planets (Earth and Mars) in *John Carter of Mars* although their culture form is different.



To understand the data collection, the writer presented table with explanation as follows :


Kinds of Culture Elements


- | | |
|-------------------|------------------|
| a. Knowledge = Kl | e. Law = L |
| b. Religion = R | f. Mores = M |
| c. Art = A | g. Language = Lg |
| d. Morality = M | |

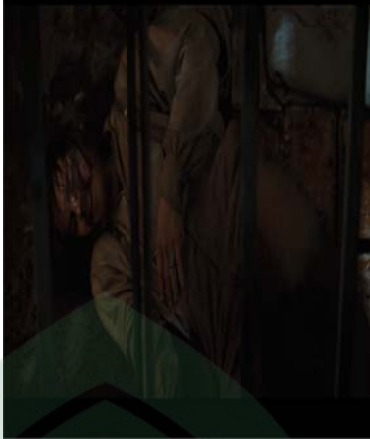
Then the source (movie) of the data explained that P was page.

1. Earth Cultures

Data	Picture	Elements of Culture						
		K I	R	A	M	L	M	L g
<p>a. Knowledge</p> <p>Datum 1</p> <p><i>Transportation</i></p> <p><i>Ned visit to New York to meet Carter's request letters. Thompson, Carter's butler was picked Ned at the train station.</i></p> <p><i>Thompson:</i> <i>Mr. Burroughs?</i> <i>Ned:</i> Yes. <i>Thompson:</i> I'm Thompson, Captain Carter's butler, Sir. I'm afraid I bring him sad titles. (P.03)</p> <p>Datum 2</p> <p><i>Weapon</i></p> <p><i>A group of people came</i> Man: Now I do believe... he didn't tell you get on out of here. Carter :I'll leave, when his bag's are full. <i>(Rebel and thrusting a pistol and put gold bars to table</i></p>	 <p>(00:05:32s)</p> 	√						

<p>Mr. Dix)</p> <p><i>Carter: I found it that two day's ago of Baibonita. There are cover my tab's and then some.</i></p> <p><i>"Beans"</i></p> <p><i>The first item. is "beans".</i></p> <p>(P.08)</p>	<p>(00:11:42s)</p>							
<p>b. Religion</p> <p>Datum 3</p> <p><i>Charter: (Down from the back of a rhino)</i></p> <p><i>Sola get her out of here.</i></p> <p><i>(Solaadraw out and bring Dejah go)</i></p> <p><i>DejahThoris : No.</i></p> <p><i>Charter: I was too late once,I will not be again.</i></p> <p><i>DejahThoris: (Hysterical)</i></p> <p><i>No.No....</i></p> <p><i>Charter :Woola go.</i></p> <p><i>(Wolaa persisted and wanted to help Carter defeat Nations Thark)</i></p> <p><i>Charter : Go damn you.</i></p> <p><i>(Carter shadowed by guilt, when the bodies of his wife and son recalled. Carter imagine when he stuck a cross over the grave of his wife and children. The shadows that haunted that makes it beat thousands of the Thark</i></p> <p><i>Amid the battle, aircraft Helium come give helping.The Thark has been lost!)</i></p> <p>(P.61)</p>	 <p>(01:17:05s)</p>		√					

<p>c. Art</p> <p>Datum 4</p> <p><i>They walked into the Carter workspace</i></p> <p>Mr. Dalton: <i>His death came as a shocked all of us he was a, A model of health and vigor.He just dropped dead in his study,Not five minutes after sending word from me in the doctor.When I arrived he was already was gone.</i></p> <p><i>They entered the Carter workspace, Ned who first entered the room was surprised to see the objects that satisfy the room</i></p> <p>Mr. Dalton: <i>(Surrounding Carter workspace and explain its contents to Ned) May he'd never stopped digging. All over the world, Now so he is started digging, One hole then he was off the Java. Or the Orkney Island to dig another.(Respite) He said it was fair research but, It always seemed to me like, he was looking for something. (Shows a map in the wall)</i></p> <p>(P.04)</p> <p>d. Morals</p> <p>Datum 5</p> <p>Colonel Powell: <i>You are a cavalry man, That's make you valuable to our Country</i></p>	 <p>(00:06:20s)</p>							
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<p>and our Cause....</p> <p>Carter: Colonel Powell..., Sir... Whatever is you suppose I owe you. Our country... Or any other beloved cause, I have already paid. I have paid in for, sir. (Sigh moment)</p> <p>Carter: So let me tell you, What I will do. You break me out of this cell and I reclaim my gold and Get filthy rich. Rich enough to buy your Flat. Righteous Blue Bind. Just so I can kick it all Day.</p> <p>Colonel Powell: STOP! (Beating Carter) Captain I feel too difficult to reconcile the man on this piece of paper with the one, I'm looking at. I suggest you find the horse sense to accept my offer before I give into my better Judgment. (leaving Carter) Colonel Powell: Private! Stay's in the full patrol till further notice. (P.11)</p> <p>Datum 6</p> <p>One of Colonel Powell's soldier was impatient, annoyed and than decide toshoot one of the Domingoethnic.</p> <p>The situation became chaotic and there was gunfire Colonel Powell: Carter. (shouts).</p>	 <p>(00:13:10s)</p>				√			
					√			

<p><i>Colonel Powell was shot!</i> <i>Colonel Powell: Aghh!!!</i> <i>(Soreness)</i> <i>Carter stopped when he saw Colonel Powell shot and back towards Colonel Powell. Carter helped him and took him to a cave</i> <i>Colonel Powell: I thought you didn't care?.</i> <i>Carter: I do</i> <i>(Carrying Colonel Powell climbed into the cave)</i> <i>Carter: Get on. come on.</i></p> <p><i>They are hiding from Domingos tribe being follow them</i> (P.14)</p>	 <p>(00:17:07s)</p>							
<p>e. Laws</p> <p>Datum 7</p> <p><i>Carter: Apaches can go to have to. Apache's going through the hell too, we are nothing but the worm specie's .</i> <i>Colonel Powell: You are a cavalry man, That's make you valuable to our Country and our Cause....</i> <i>Carter: Colonel Powelll....,</i> <i>Sir... Whatever is you suppose I owe you. Our country... Or any other beloved cause, I have already paid. I have paid in for, sir.</i> <i>(Sigh moment)</i> <i>Carter: So let me tell you, What I will do. You break</i></p>	 <p>(00:13:12s)</p>					√		

*me out of this cell and I
reclaim my gold and Get
filthy rich.*

*Rich enough to buy your
Flat. Righteous Blue Bind.
Just so I can kick it all Day.*

*ColonelPowell: STOP!
(Beating Carter)*

*Captain I feel too difficult to
reconcile the man on this
piece of paper with the one,
I'm looking at. I suggest you
find the horse sense to
accept my offer before I give
into my better Judgment.*

(leaving Carter)

*ColonelPowell: Private!
Stay's in the full patrol till
further notice.
(P.11)*

f. Mores

Datum 8

*DejahThoris: Jeddak. I see we
have change your medal.
See Carter wore fur-sleeved
shirt as a Jeddak*

Charter: Then my heart.

*DejahThoris. You are
Princess of Mars. Ever
consider marriage to a way
word, Virginia Cavalry man,
With nothing to offer.*


*DejahThoris: Yes. John
Carter. Yes.*

*Carter and DejahThoris
united on a wedding
altar. Carter remembered
the first time doing wedding
blessing together his wife in*

							
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(01:53:34s)

√

<p><i>a church and witnessed by Pastor.</i></p> <p><i>Tardos Mors: By ancient of the moons and water ... are you bond together, Husband and Wife.</i></p> <p><i>All rejoice in their marriage (P.89)</i></p> <p>g. Language</p> <p>Datum 9</p> <p><i>Mr.Dalton: Mr.Burroughs. Noah Dalton, Your uncle Attorney.My deepest sympathies.</i></p> <p><i>They walked into the Carter workspace</i></p> <p><i>Mr. Dalton: His death came as a shocked all of us he was a, A model of health and vigor.He just dropped dead in his study, Not five minutes aftersending word from me in the doctor.When I arrived he was already was gone.</i></p> <p><i>They entered the Carter workspace, Ned who first entered the room was surprised to see the objects that satisfy the room</i></p> <p><i>Mr. Dalton: (Surrounding Carter workspace and explain its contents to Ned) May he'd never stopped digging.All over the world,</i></p>	 <p>(00:06:14s)</p>							√
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*Now so he is started digging,
One hole then he was off the
Java.Or the Orkney Island
to dig another(Respite).
He said it was fair research
but,It always seemed to me
like,he was looking for
something.
(P.04)*

Datum 10

Carter : *(Entering a bar)*

Bar's Guest: *Someone a
little load up on spider bait.*

Mr. Dix :*No more carter .*

Carter: *Is here a problem
Mr. Dix?*

Mr. Dix: *Yeah. You're
goddamn loon. They took all
of your money Carter, And
tabs of \$100 in rears.*

Carter: *I'll pay.*

*I saw they have a payer
man, It seen the cave now.*

Mr. Dix: *No, stop! No one
more word about your cave
of gold.* (00:10:42s)

Bar's Guest: *Ohh! Not
now.Show some respect.It's
the evil spider cave of gold.*

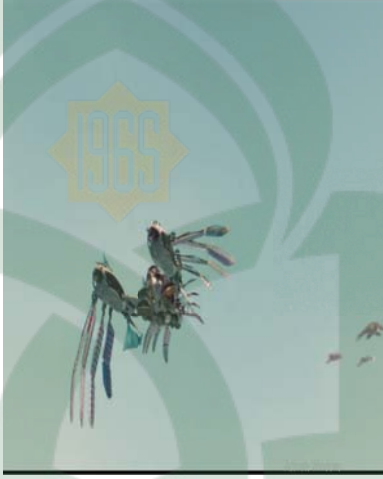
Mr. Dix: *You cut off carter.
And get on home.*

(P.07)



√

2. Mars Cultures

Data	Picture	Elements of Culture					
		K I	R	A	M	L	C L g
<p>a. Knowledge</p> <p>Datum 11</p> <p><i>Transportation</i></p> <p><i>DejahThoris: Where did you learned to jump that way?</i></p> <p><i>Charter: I do not know. How'd you learn to fly?</i></p> <p><i>DejahThoris: Your ships. Cannot sail on light in virginia?</i></p> <p><i>Charter: No, professor. See our ship's sails in the seas. Endless water everywhere.</i></p> <p>(P.41)</p>	 <p>(00:43:34s)</p>	√					
<p>Datum 12</p> <p>Weapon</p> <p><i>KantosKan: Moon light? (Surprised to see the moon light machine belongs Dejah)</i></p> <p><i>Everyone notices a light on the DejahThoris' discovery engine</i></p> <p><i>DejahThoris: When I read</i></p>							

<p><i>all report from Sab Than's weapon I knew, Somehow the idiotic group has discovered it at first. Tardos Mors: Discovered what? DejahThoris: The ninth ray. Unlimited power. Sab Than only uses it for sort her. Think, What Helium might accomplish for such power. Transforms the deserts, Restore the seas, Tardos Mors: Is this what you saw Kantos? KantosKan: It's starting to look very close.</i></p> <p>(P.24)</p>	 <p>(00:29:20s)</p>	√						
<p>b. Religion</p> <p>Datum 13</p> <p><i>DejahThoris along with Carter, Solaa and Woola walking towards the temple</i></p> <p><i>Solaa: Where are you going?</i> <i>DejahThoris: To your temple.</i> <i>Solaa: No.No .. You cannot enter here. It is forbidden. you are not a Thark. Woola, You will stay here. (Telling Woola guard They entered the temple) Solaa: DotarSojat It is forbidden.It is forbidden.</i></p>	 <p>(00:53:59s)</p>	√						

<p>DejahThoris: Well ... You speak for the Goddess. What is she say? Charter: You call me a Thern, Is that what she is? Solaa: No. She is Issus. (Whispering) Therns are holly messenger of the Goddess. In the time of the ocean, they walked Among Us, guiding us. We must not offend. Let us go.</p> <p>(P.44)</p> <p>Datum 14</p> <p>Charter: Professor See right in front of the Gate of Iss. DejahThoris: Impossible(Shocked) .I've never seen this kind of structure before. Charter: I will get a better look. Carrying Dejah to the top of the Gate Iss.</p> <p>Teleportation medal brought by Carter off light when they arrive at the peak of the IssGate</p> <p>DejahThoris: Carter, (surprised at the Carter foot opened the entrance Iss gate) Your feet!</p> <p>They walked down a long hallway without knowing what was in it. Amazed at the halls are opened by itself and leads them to</p>								
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enter the Gate of Iss.

DejahThoris

*This is not the mark of
God. These are machines.*

*Dejah see an engraving
resembling the shape
Medals belonging to Carter*

DejahThoris

*Your medallion.
(Match medal with the
engraving
Dejah and Carter amazed
at the carving up a picture
of a spider)*

Charter: Spider.

DejahThoris: Nine.Nine

Rays.Nine.....

***The Ninth Ray is real.It'll
be honest.Do you see?***

***The entire structure runs
on Ninth Ray
isolates.Mother Iss ...Such
power.***

***That somehow Zodanga is
it.***

***See the light at the
Thernmedal***

DejahThoris: They must be
real.And you.

John Carter of Earth.

(P.57)

c. Art

Datum 15

***Mathai Shang out
disguised as soldiers
Zodanga. Carter began to
be surprised by the
strength of the***

Thernnation. then they walked to a wedding ceremony of Sab Than and Dejah.

Mathai Shang: My name is Mathai Shang. And he do not exists. Indeed. I would like after it.

Turned into a grandmother

Mathai Shang: Excuse me. Ask the way to see the vehicle that leads the bride. All the people of Zodangarejoiced to see brides who are traveling to the place of the ceremony with accompaniment of melody.
(P.72)

d. Morality

Datum 16

Sab Than: Dead to Helium

A light appeared from heaven and paralyze all combat aircraft of Zodanga and Helium. Three messengers of Thern (Server of the Goddess) approached Sab Than (ruler of Zodanga)

Thern: (Gives a weapon) Being a fool is a great luxury Sab Than. Get up.

Sab Than: Who? What are you?

Thern: We serve the



(01:28:54s)



(00:03:20s)

√

√

Goddess. And she has chosen you. To receive this weapon. Do as we command and you will rule all Barsoom. With none to defy you. And nothing to stand in your way.
(P.02)

Datum 17

Charter: She is your daughter. Is not she?

TarkTarkas: Who told you that?

Charter: Carter's father into a

TarkTarkas: A thark is not a mental work.

Charter: But how do you know?

TarkTarkas: Kept her egg. And Sola is last flicker of the inch for greatness.

Carter: You can not stand here and let her be killed.

Tarkas Carter beat up helpless and carried her into a cubicle

TarkTarkas: My right arms offend me, I will cut them off.

(Issued Knives)

Solaa: No.


TarkTarkas: (he shut Solaa and Dejah mouth. Untied the hands of Carter)

You must hurry. I mean to release you. (giving a



(00:58:07s)

√

<p><i>medals)I Make one condition.You take sola with you down the river Iss.</i></p> <p><i>Solaa: My Jeddak !.</i></p> <p><i>TarkTarkas: Rather you have Died in the arms of the Goddess thanas fools for while bans you from the arena. Where you go, she goes.</i></p> <p>(P.48)</p> <p>e. Laws</p> <p>Datum 18</p> <p><i>TarkTarkas punish Carter, he was chained and beat him.</i></p> <p><i>Charter: Do that again, I swe ...</i> <i>(Try to against and threatened Tarkas)</i></p> <p><i>alsoSolaa punished for letting Woola roam, he got a punishment as usual. Punishment for Thark that do wrong is to carve the body with a hot iron.</i></p> <p><i>Solaa: Akhh, ... (pain)</i></p> <p><i>Charter: (Surprised to see the punishment, he had to know that the mark on the body of the former iron is hot Solaa)</i></p> <p><i>TarkTarkas: Enough. (Stopping punishment)There is no roomfor another mark for</i></p>	 <p>(00:41:57s)</p>					√		
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sola. Your next defense will be your last.
(P.33)

Datum 19

All of Thark has been in the bleachers, they were led by their new leader, Tal Hagus. They have been getting ready to watch the show between Carter and Tarkas against two giant apes.

Charter: All that's you've worked?

Tarkas: Banths

Tal Hagus: Weakness, sentiment. Allowing this white worm. To contaminate the orb. Reviews These of crimes of Tars Tarkas. We are united Because We call off freaks. We are strong Because We despise weakness. Let them be crushed, like unhitched eggs.

Roar of apes

Charter: Trying to escape from the chains on his feet Is that a banth?

Tarkas: No. It's just so white ape

(P.79)






(01:38:50s)

√

f. Mores

Datum 20

<p><i>Sab Than and DejahThoris up the wedding altar, under the moonlight.</i></p> <p><i>Pastor: like our Ancestors before us. We gather under the moon light Barsoom's first lover's.</i> <i>Cluros and Riviere.</i></p> <p><i>A light reflector mirror moving at the top of the building and form a straight line toward the pool of the fountain in the middle of the blessing of the bride.</i></p> <p><i>Pastor: As the moons our joint less to the evening. So do we unite Sab Than and DejahThoris.</i> <i>Zodanga and Helium.</i> (P.84)</p>	 <p>(01:46:04s)</p>							
<p>g. Language</p> <p>Datum 21</p> <p><i>Carter :What kind of creature are you?</i> <i>Then, from the direction which is quite far away, a group of creatures that shoot Carter.</i></p> <p><i>TarkTarkas : Baddologi</i> <i>The Thark others tried to shoot</i></p> <p><i>TarkTarkas: (Calming his people) Sat danjit! Sat danjit! San danjit ta...!!!</i> <i>(Raising his voice)</i></p> <p><i>Tal Hajus: Nar</i> <i>Juhindontaalaa, Jeddak.</i> <i>TarkTarkas: Enjalaal</i> <i>(Tarkas tried to persuade</i></p>	 <p>(00:24:22s)</p>							

<p><i>Carter was lurking to reconcile)</i> TarkTarkas: Heeoo <i>Jaatek! Jaatekko too!</i> <i>Heeoo,...Jaatek</i> <i>Saataa,...Saataa</i> Carter: (Out of his hiding) <i>All right.... You've got me.</i> <i>I surrender.</i> (P.18)</p>								
<p>Datum 22</p> <p><i>DejahThoris: You are expected to bow in my presence Captain Carter. Be firm in front of the Zodanga servers.</i> KantosKan :Bow. DejahThoris :Suppose that will do. KantosKan: I have fetched him as you commanded. DejahThoris: Thank you Kantos.I wish to speak to Captain Carter alone. Keep watch outside. <i>(Assigning Kantos to guard)</i> (P.66)</p>	 <p>(01:23:01s)</p>							√

B. Discussion

In the discussion section, the writer explains the data analysis that had been found in *John Carter of Mars* movie. The writer was a viewer of this movie and indentified the elements of culture based on Edwar B. Tylor. This theory divided into six kinds of the culture elements: they are knowledge, religion, art, morals, laws and mores. But after the writer analized, she also found other element, it is language based on Hofstede theory. Based on the finding found, the writer had classified the part of movie appropriate the kinds of culture elements.

a. Kinds of Culture Elements that exist on Earth and Mars :

No.	Culture Elements	Earth	Mars
1.	Knowledge <ul style="list-style-type: none"> • Transportation • Weapon 	<ul style="list-style-type: none"> • Train • Pistol 	<ul style="list-style-type: none"> • Aircraft • Bluemoom
2.	Religion	Cristian	Goddess Iss
3.	Art	Painting	Music and Design
4.	Morals	<ul style="list-style-type: none"> • Good Morals • Bad Morals 	<ul style="list-style-type: none"> • Good Morals • Bad Morals
5.	Laws	<ul style="list-style-type: none"> • Put in the Jail 	<ul style="list-style-type: none"> • Pressed hot iron to the body • Battle with two giant Ape
6.	Mores (Custom)	Marriage Customary	Marriage Customary
7.	Language	<ul style="list-style-type: none"> • Formal Language 	<ul style="list-style-type: none"> • Thark Language

		• Non- Formal Language	• Formal Language
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b. Comparisons between culture on Earth and on Mars :

1. Knowledge

Knowledge is the various of symptoms encountered and obtained by human through observation sense. Knowledge arises when someone uses his intellect to identify objects or certain events that have never seen or felt before. Through the knowledge, then someone can carry out experiments to discover new things.

In the movie John Carter Of Mars, the element of knowledge can be seen in datum 1 and 2 for Earth and 11 and 12 for Mars. To compare the findings as an element of knowledge at both of places, we can see in the transportation and weapons in both of places. Where **datum 1** describes about transportation on Earth at that time a train is described in the quotation scenario, "*Ned visit to New York to meet Carter's request letters. Thompson, Carter's butler was picked Ned at the train station.*" and **datum 2** for the weapon is called pistol with its bullets from heat tin described in excerpts of conversations between Carter and a man :

CARTER: *I'll leave, when his bag's are full. (Rebel and thrusting a pistol and put gold bars to table Mr. Dix)*

While **datum 11** explains that the best form of transport in Mars floating in the air. It can be seen on the quote:

DEJAH THORIS: Your ships. Cannot sail on light in Virginia?

And **datum 12** for the weapon used is from moonlight that used by naked eye but can destroy all kinds of things. It can be seen on the quote,:

DEJAH THORIS: I When I read all report from Sab Than's weapon I knew, somehow the idiotic group has discovered it at first.

TARDOS MORS: Discovered what?

DEJAH THORIS: The ninth ray. Unlimited power. Sab Than only uses it for sort her. Think, What Helium might accomplish for such power.

Transforms the deserts, Restore the seas,

After analyzing in this movie, the authors found an element of knowledge in John Carter Of Mars movie. The first knowledge element is the transportation, which on the John Carter of Mars movie has been described that at that time, around 1880 was the train. When the train is used as a tool to bring a person from one place to another. If we look at the present, the Earth has undergone many changes and the development of transportation. If the previous transportation was used only as a tool for move then another place then different with the present, the transportation now has several functions, among others; First, the economic function that aims to meet a demand human needs. It means that transport is a barometer of economic level of the person, the higher the economic level of the person, the more the number of vehicles owned by the person. Second, social functions, such as transport to provide convenient service for individuals or groups as well as a trip to relax and close the distance with the remote. While the representation of transportation on Mars at that time was aircraft. The comparison is quite

amazing between Mars and Earth because transportation such as aircraft that have been used by people on Mars around 1880, the newly discovered on Earth around out in 1903 by the Wright Brothers (Orville and Wilbur).

The second element of knowledge is a weapon, a weapon used the Earth's population in 1881 is described by John Carter of Mars movie is a gun. The weapons are now experiencing a change, from the pistol that has quality shots that are less far up the weapons that can penetrate the walls. In modern times like now, the weapon has been through many changes in the bullets, ranging from ammunition manually filling up to automatically filling. The essence of the manufacture of weapons that find weapons increasingly sophisticated. In this film, the weapons used by certain people such on Earth as is used a colonel, captain, security personnel and also Apache tribe and has a purpose as a tool for resistance, protective and also as a companion tool as an official duty. However, when compared to now, the weapons have owned by ordinary people, the weapons are have being misused to free trade despite their own license. Weapons can be owned by anyone who can afford it. While on Mars on John Carter of Mars movie showed the weapons used mystically. Bluemoon is a weapon that cannot afford in thinking by our reasoning as a human being. Where Bluemoon in the movie was described as a gift from the Goddess Iss and owned only by certain people. Therefore, it can be concluded that both of these places have in common knowledge though different in form of the invention.

2. Religion

Religion is a condition about how the relationship between the living and the creator. Beliefs about the existence of God and how they show their love for the glory and greatness of the creator. As well as what worship was done as a sign that we belief it.

On John Carter of Mars movie, religion can be seen on the quote of datum 3 for the Earth and datum 13 and 14 for Mars. Quotation of **datum 3** *“Carter shadowed by guilt, when the bodies of his wife and son recalled. Carter imagine when he stuck a cross over the grave of his wife and children. The shadows that haunted that makes it beat thousands of the Thark amid the battle, aircraft Helium come give helping. The Thark has been lost!”* explained that the cross stuck in the tomb is a symbol that the people embrace the faith of Christians.

While **datum 13** explaining about the place of worship of the tark as claimed solaa

"Solaa: No. She is Issus. (Whispering). Therns are holly messenger of the Goddess. In the time of the ocean, they walked Among Us, guiding us. We must not offend. Let us go!!!"

the site was sacred and should not be entered by another person without permission. In addition, there is a statue which is believed by the Tark is incarnation of their goddess who they called Issus. It is also strengthened by items such as a medal. Quotation of **datum 14**:

Dejah Thoris: Your medallion.(Match medal with the engraving Dejah and Carter amazed at the carving up a picture of a spider)

Charter: Spider.

Dejah Thoris: Nine. Nine Rays. Nine.....The Ninth Ray is real. It'll be honest. Do you see? The entire structure runs on Ninth Ray isolates. Mother Iss ...Such power. That somehow Zodanga is it.

describes medals possessed by Thern (the Thern is the serve of Goddess Iss) has the power to create ninth ray. Where the light is exactly a weapon unparalleled in Mars.

After analyzing the movie, the authors found religion element in the community life of the Earth and Mars in the John Carter of Mars movie. There are two types of trust on John Carter of Mars movie, that belief in god and goddess of life. John Carter of Mars movie just explore the beliefs Christians, this is because Virginia area depicted on the movie was dominated by adherents of Christians. But if the broader explained there are several convictions on Earth, they are Islamic, Christian, Hindu, Buddhists and others. Each religion has its own beliefs, such as the Christian religion that comes from faith in the Jesus misery and caused his death so Christians believe that Jesus is their savior. Islam teaches about the almighty God is Allah Swt, the one who lowered the word to mankind through His prophet and His Messenger as a way of life to the safety of life in this world and hereafter. Likewise with people of other religions who have reason to

embrace the religion of their own, while on Mars portrayed by the movie, is the belief in Goddess Iss, the goddess of life who worship a statue incarnation that so very sacred by them. Although different, but both places could be said to have a religion element as an element of culture.

3. Art

Art is all the work of human beings that have the beauty and artistic value. Where the creator express their feelings and put it in the work form.

On John Carter of Mars movie, **datum 4** is an overview of the art in the Earth. Explanation of movie script that said ***“They entered the Carter workspace, Ned who first entered the room was surprised to see the objects that satisfy the room”*** explaining that Carter was collecting ancient objects were judged to have beauty and artistic value. Such as sculptures furniture, paintings, photographs etc.

While **datum 15**, ***“Mathai Shang out disguised as soldiers Zodanga. Carter began to be surprised by the strength of the Thern nation. then they walked to a wedding ceremony of Sab Than and Dejah.”*** describes the existing art on Mars. A convoy of the bride in the movie John Carter of Mars describe about the beauty that can be said to have artistic value. Like the music, the trains run by the animal and decorated to make it look more beautiful and well-organized wedding procession and witnessed by the people of the red-skinned.

After analyzing this movie, the authors found the art element that exist in both places, Earth and Mars. On the movie John Carter of Mars showing the artistic side of the life on Earth and on Mars there are similarities. In 1881 that depicted by this movie, the Earth still has a bit works of art if compared to this time, art has been a lot through changes. If the previous art only can be created by using limited tools, in contrast to today that using modern tools. It seen from the quality of the tools, such as the type of canvas that used by the painters. If in 1880 there was only one kind of canvas, now we can choose some canvas suitable the price and quality of canvas, more expensive the canvas that used the more powerful the canvas material. Except art, we can see from the music as a art work, if in previous we can only enjoy the music directly, whereas now we can hear through electronic tools without having to see and hear music directly. Besides musical instruments has undergone a drastic change, from traditional into modern musical instruments. So, although different places but both places have the same elements of art as one of the elements of the culture.

4. Morals

Morality is an assessment of the attitudes and behavior of a person in their life that was born naturally. Morale can be judged from the two sides those are good or bad of person.

On John Carter of Mars movie, we can see the morality on datum 5 and 6 for the Earth and datum 16 and 17 for Mars. There are two moral values in these sites, they are good and bad value. Quotation of **datum 5**:

“Colonel Powell: STOP! (Beating Carter). Captain I feel too difficult to reconcile the man on this piece of paper with the one, I'm looking at. I suggest you find the horse sense to accept my offer before I give into my better Judgment.(leaving Carter)” describes the vices on the figure colonel Powell, it is always imposing its will on Carter to come with him to fight the Apaches. While quotation of **datum 6**:

Carter stopped when he saw Colonel Powell shot and back towards Colonel Powell. Carter helped him and took him to a cave

depict Carter who had a sense of caring and mutual help to each other even though the person is evil against him. This was evident when he was still helping Colonel Powell although colonel Powell wants to catch and put him into prison.

Just as on Earth, Mars also has a moral value. Quote of **Datum 16**:

“Thorn: We serve the Goddess. And she has chosen you. To receive this weapon. Do as we command and you will rule all Barsoom. With none to defy you. And nothing to stand in your way.” describes a bad temper on Sab Than, Zodanga king who always wanted to rule the Helium kingdom to be the only king who control the planet Mars. Where as **datum 17**:

Tark Tarkas: (he shut Solaa and Dejah mouth. Untied the hands of Carter)

You must hurry. I mean to release you. (giving a medals) I Make one condition. You take sola with you down the river Iss." describes the good side of Tark Tarkas by pretending to give a penalty for Carter and Sola who entered the temple Tark without permission, it releases them from being exposed to the fury of the tark, but that he willingly risked his life and his position as a king of the Tark.

After analyzing this movie, the writer found that either Earth or Mars was found moral value. Moral element on Earth and on Mars in John Carter of Mars movie, have the same shape. There are two types of moral, they are good and bad moral. Every man can distinguish between good and bad through what they feel. Now this is a moral influence on the mental and the mind of someone. Nowadays we often encounter cases related to moral values were destroyed, especially in adolescence, for example bullying, bullying action fellow teens that luster we meet, especially in Indonesia. This can be caused by several factors, such as lack of parental attention to their children, the influence of increasingly sophisticated technology to make we cannot controlled and television broadcasts that often feature scenes that are not good for children's mental. Therefore, there must be a movement within the community to improve morale in every mind of the nation starting from early education system. Although different place, but whenever and wherever, every creature has moral value either good or bad moral.

5. Laws

Law is a system of government which is a tool of control or benchmark of person in doing a good or bad action in the community. Besides all of the consequences that has regulated by the government must be obeyed by the community.

In the John Carter of Mars movie, law can be seen in datum 7 for Earth and datum 18 and 19 for Mars. In conversation **datum 7**, between Carter and Colonel Powell.

*"**CARTER:** So let me tell you, What I will do. You break me out of this **cell** and I reclaim my gold and Get filthy rich. Rich enough to buy your flat. Righteous Blue Bind. Just so I can kick it all Day.*

***COLONEL POWELL:**STOP!(Beating Carter)Captain I feel too difficult to reconcile the man on this piece of paper with the one, I'm looking at. I suggest you find the horse sense to accept my offer before I give into my better **Judgment**. (Leaving Carter) "*

There are words **Cell** and **Judgment** which showing that the cell is a reward for anyone who made a mistake. For those who violate the law will be put in the jail as punishment that had predetermined.

While the **datum 18**, contained in the description of the scenario stories *"Also Solaa punished for letting Woola roam, he got a punishment as usual. Punishment for Thark that do wrong is to carve the body with a hot iron."* Explaining that the punishment for the Tark or Native Mars is pressed the iron that has been heated to their bodies. The number of mistakes of them can be calculated by how much the number of injuries from hot iron

on their bodies and if the body has been filled with injuries then the last way is to kill them. In addition to these penalties, there is a biggest punishment for the Tark. This punishment is reserved for a Tark who has betrayed his people. The punishment is life and death battle against two giant apes. However, if the defendant is able to beat the ape then he will be appointed as the head of Tark. It was explained on **datum 19**,

“All of Thark has been in the bleachers, they were led by their new leader, Tal Hagus. They have been getting ready to watch the show between Carter and Tark Tarkas against two giant apes.”

After analyzing in this movie, the authors found the laws elements on Earth and Mars in the John Carter of Mars movie. Mars and Earth have their own legal system, it can be seen from the consistency of a rule of law which is able to be a benchmark for someone to not do things that violate the law. If we compare the legal system of the Earth and Mars in the movie John Carter of Mars, Mars more consistent to the rules of law. For example, the penalty for the guilty man is pressed a hot iron on the body according to the number of mistakes and the heaviest punishment is life and death against two giant monkeys. While the law on earth in the movie is still very weak, because there is no law that looks strong to make a guilty man feels deterrent. Moreover, if we see life on Earth right now, where the laws can be manipulated. Laws controlled by the throne, wealth and position. They are guilty can freely roam because money that has been controlling law. People

who have not actually guilty must be punished, and it also happens when the ruling could be tampered by sovereign man. The point of law can be enforced properly when an area is able to maintain the consistency of the rule of law in accordance with the agreed reward. So, it can be concluded that both of places decent be said to have a laws, as they can regulate their laws system as a benchmark in performing an action.

6. Mores

Mores is a structural habits that have been determined or as tradition in a place or area. As customary in society, it has been set as the right thing to behave.

In John Carter of Mars movie, the mores example we can see in datum 8 for Earth and datum 20 for Mars. One example that can compare Mars and Earth are indigenous customs in marriage. **Ondatum 8**, there is a description of the scenario that says “*Carter remembered the first time doing wedding blessing together his wife in a church and witnessed by Pastor.*” Explaining that the blessing of the marriage of man on Earth, especially in Virginia is blessing in front of a pastor and saying a faithful vows in a church that is believed to be witnessed by their Lord, Jesus.

While the **datum 20** contained the scenario description says:

“Sab Than and Dejah Thoris up the wedding altar, under the moonlight.

***PASTOR:** like our Ancestors before us. We gather under the moon light Barsoom's first lover's. Cluros and Riviere.*

A light reflector mirror moving at the top of the building and form a straight line toward the pool of the fountain in the middle of the blessing of the bride.

PASTOR: *As the moons our joint less to the evening. So do we unite Sab Than and Dejah Thoris. Zodanga and Helium. "*

Explaining that the traditional wedding on Mars, the blessing was done on an altar is right in the moonlight at night. From the moonlight, both of the groom have to drink a glass of water alternately as a sign of the union of two people in a household ark.

After analyzing this movie, the author finds the mores elements on Earth and Mars in the movie John Carter of Mars. The purpose of a mores is to give identity to a place. As is customary wedding on John Carter of Mars movie, able to show the differences and similarities that exist in customary marriage on Earth and Mars. Over time many traditions through the changes that followed the more modern era. If the first blessing in doing in the church with a peaceful and sacred shades different with now that can be done anywhere suitable with pretension of the bridegroom. Usually, they do it according to the concept like a garden party or the beach party. That is one of the common customs changes that we find in our life. Both mores have different ways but have the same goal. It can be concluded that despite having the same objective but the way have their distinctive identity.

7. Language

Language is a system of sound that has a meaning and produced naturally by human as media to communication which other. Language is

created naturally in human lives and to unite all the people in an area, the need for a unity in uniting every meaning of a word in the language.

On John Carter of Mars movie, datum 9 and 10 are the language used by the people on Earth. There are two variation types of English that people use in this movie, they are formal and non-formal English or so-called slang used. Quotations on **datum 9**:

***Mr. Dalton:** Mr. Burroughs. Noah Dalton, Your uncle Attorney. My deepest sympathies. (They walked into the Carter workspace)*

***Mr. Dalton:** His death came as a shocked all of us he was a, A model of health and vigor. He just dropped dead in his study. Not five minutes after sending word from me in the doctor. When I arrived he was already was gone.*

explaining that the language used between a lawyer and his client is a formal language that shows that they respect each other and be polite when talking. In contrast to quote the **datum 10**, "***Bar's Guest:** Someone a little load up on **spider bait.***" Explaining that the language used by the bar guests are non-formal language. Where there is a bar guest were mocking other bar guest. The word "**Spider bait**" in these quotations is not the real meaning, but the word "spider bait" is defined as "**borrowing money**".

While datum 21 and 22 are two types of language used by the inhabitants of Mars. Quotation of **datum 21**:

TarkTarkas: *(Calming his people) Satdanjit! Sat danjit! San danjit ta...!!!(Raising his voice)*

Tal Hajus: *Nar Juhin don taalaa, Jeddak.*

Tark Tarkas: *Enjalaal...!!!(Tarkas tried to persuade Carter was lurking to reconcile)*

It is the kind of language used by the Tark. Tark language is very different from the language on the Earth. It looks at the Carter character in the film who does not understand the language used by the Tark. For example, the word "**saat dan jit**" which means "**do not shoot him**" and "**enjaaalaal**" which means "**Move aside**" in English. However, unlike the case with the language of the red-skinned in Mars also use English. This is evident in their conversations on the **datum 22**

Dejah Thoris: *You are expected to bow in my presence Captain Carter*

Kantos Kan: *I have fetched him as you commanded.*

Dejah Thoris: *Thank you Kantos. I wish to speak to Captain Carter alone. Keep watch outside"*

they use formal English because they are from the nation's kingdom should use language that is nice and polite.

After analyzing this movie, the writer can conclude that in the film John Carter of Mars there are a variety of different languages including formal and non-formal English and Tark language. But behind these differences there are same function and purpose. Function as a communication tool that aims to be a unifying the nation. With the result that

Earth and Mars can be said to have the language as one of the culture elements. The language that exist on John Carter of Mars movie are the languages used in the 1880s according to the background of the film. Compared to now, the language also has some changes, such as some communities that make their own languages or more known appellation language community. For example the language of gay community, the language in which they made and agreed only understood by members of their group. Changes like that's what happened on the language elements.

On the elements of culture section, the authors focus only on the scripts John Carter Of Mars. Based on the analyzes, the authors found elements of culture mentioned above in the script and the information conversation that explains the story accordance with understanding about each of the elements of culture. Cultural elements are divided into 7 different they are language, religion, art, morality, laws, customs and knowledge.

After analyzing the movie John Carter Of Mars, the authors found that the elements which constitute the cultural shaper can be seen at the time. Both of the place in the movie can show the parts that are included in the elements of culture. language, religion, art, morality, laws, customs and knowledge can be seen in the movie as a comparison between life on Earth and Mars.

The conclusion from the analyzing above about the elements of culture that a region can be said cultured when the people can apply the elements of the culture forming. These elements that can show differences

between regions with each other. As happened on Earth and Mars, there are elements forming the culture in both of places. These elements have a common purpose and meaning. However, in contrast to the method of application. Therefore, these two places can be said cultured despite the different ways but they have characterized as a distinguishing.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consist two parts. The first part deals with the conclusion of the findings and discussion and the other part deals with sugesstion.

A. Conclusion

Based on the findings and discussion of the previous chapter, the writer comes to the following conclusion:

1. The various kinds of cultural elements that exist on John Carter of Mars:
 - a. Knowledge
 - b. Religion
 - c. Art
 - d. Morals
 - e. Laws
 - f. Mores
 - g. Language

2. Comparisons between Earth and Mars Cultures :

- a. Knowledge

Knowledge on the movie can be compared to the discovery of human beings. As on Earth transportation used that time is the train and the weapon used was a gun. while on Mars, transport used is aircraft that floating on the air and the weapon used was Bluemoon.

b. Religion

Comparison of trust that exist in both of places could we see on what are believed by the society. As Carter of the Earth believed in God with christian cross as a symbol, while the Tark more trust in their Goddess and a sculpture as something they worship.

c. Art

Art element that exist in both of these places have in common, such as music, paintings, photographs or objects that have historical and artistic value.

d. Morals

There are two kinds of moral value that we found on Earth and Mars, they are good and bad moral. Good moral we can see in the character of Carter and Tark Tarkas. While bad moral we can see in the character Colonel Powell and Sab Than. Although different places, but there are similarities to the moral values that exist on Earth and Mars.

e. Laws

Element of laws, we can see in the two places depicted in the movie. Although it has a different punishment, but they have the same purpose to punish anyone who commits a mistake. Prison sentences for people on Earth while hot lead for the punishment of Tark is in Mars.

f. Mores

Mores that we can compare to the movie is marriages customary. Marriage on Mars is more complicated than on Earth. If the Earth only did the

blessing in front of the pastor in the church, another case with Mars must wait during the night in order to perform the ritual of blessing under the moonlight.

g. Language

The language used in this movie there are some kinds, they are formal and non-formal English for the Earth and Thark's language and formal English for Mars. Language is exactly become a tool for them to interact with one another.

B. Suggestion

Based on the conclusion above, the writer suggest to :

- a. For those who are interested in studying literature, this study may contribute to the students in enjoying works, especially the movie. However, this study is still far from the perfection since it actually discusses only a small part of the whole aspects that a literary study can cover. Therefore, the writer of this thesis proposes of the following suggestion for other researches who might conduct further research on the same movie.
- b. For the next researcher who uses *John Carter of Mars* movie to be researched, they may do research in other social aspect of this movie such as social history of Mars with historical approach or may do research about the science correlation between discovery of Earth and Mars.
- c. For the reader of this research, this movie proves the fact that every region has its own culture structure, where the culture has kinds of elements as

framer. Therefor, people must not be surprised to face some differences in different region in their life.



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AUTOBIOGRAPHY



Arina Iskandar was born in Sinjai, on January 17th 1994. She was the oldest child from a couple **Iskandar Parentei** and **A. Herlina Hafid**. She graduated her elementary school in **SDN 41 Samaernre** then continued her education in **SMPN 1 Sinjai Selatan** and **SMAN 1 Sinjai Selatan** and graduated in 2011.

After finishing her education in senior high school, she directly continued her education in **English and Literature Department at State Islamic University of Makassar**. During her college, she spent her time to learn in classroom, organizations such as **Organization of Western Language (OWL)** and **Eliots Letters**.

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